

EXECUTIVE BIOGRAPHY



Rick Roesler

Vice President, Marketing and Product Management
Qualcomm Enterprise Services
Qualcomm Incorporated

Rick Roesler is vice president, marketing and product management for Qualcomm Enterprise Services (QES). QES is the Qualcomm division chartered with delivering strategic wireless solutions that leverage proven, secure technology to deliver a competitive advantage and measurable long-term business value across the enterprise.

As a member of the QES executive team, Roesler is responsible for the development and implementation of product and service strategy for the transportation & logistics business, as well as all go-to-market activities.

A 16-year veteran of Compaq and Hewlett Packard, Roesler held a variety of product marketing and general management positions. He led teams that delivered the first four-processor server, the first rack-mounted server, the first sub-\$500 consumer desktop PC, and the first stand-alone photo printer. His last position at Hewlett Packard was vice president and general manager of the iPAQ handheld division.

In the 1980s, as a physicist in the oilfield services business, Roesler was awarded several patents for instruments and methods to locate oil and gas deposits while drilling a well.

Roesler holds Physics degrees from the State University of New York at Stony Brook and Rice University.